



MEDIA RELEASE

FIREWORKS DISPLAY AND OTHER ACTIVITIES HELP CELEBRATE JULY 4 THROUGHOUT SANTA BARBARA

SANTA BARBARA, CA – June 27, 2012

The City of Santa Barbara and Santa Barbara's non-profit organization SPARKLE will co-host a fireworks display beginning at **9pm, Wednesday, July 4th**. Fireworks produced by Bay Fireworks and funded by the City's Waterfront Department will launch from West Beach and last approximately 18-20 minutes. West Beach is open for free public viewing. The public is encouraged to come down to the waterfront early and enjoy the offerings of food and beverage vendors along Cabrillo Boulevard (between State and Castillo streets) **beginning at 11am** through the start of the fireworks display.

The public is strongly encouraged to use mass transit, walk, or bike to the Waterfront. MTD bus and shuttle services will be available. MTD bus and shuttle services are available at www.sbmtd.gov or by calling 963-3364.

Other free activities prior to the fireworks include the **Spirit of '76 parade** at 1pm starting at Micheltorena Street and proceeding down State Street, concluding at Cota. The parade's theme is "Gift of Individual Liberty." More information on the parade is available at <http://spiritof76sb.org/july4.php>. In addition, the **Annual Patriotic & Pops July 4th Concert** at the Courthouse Sunken Gardens begins at approximately 5pm.

Live music will be featured during **Santa Barbara SPARKLE's 2012 Freedom Celebration** free event at West Beach **beginning at 7pm**. The entertainment includes a 50-piece combo band from the Air National Guard Band of the Southwest.

AM Radio 1290 has once again been designated as *Santa Barbara's Official 4th of July Radio Station* and will provide simulcast patriotic music to accompany the 18-20 minute pyrotechnic display. The public is encouraged to bring their personal radios to the beach and tune into AM Radio 1290. KDB Radio 93.7 FM will also be broadcasting patriotic music during the fireworks.

Make this a safe and fun event for everyone. Please be kind to your pets and leave them at home for their safety. Also note the following regulations will be observed from 12:01am to 12 midnight on July 4th. Prohibited items include no fireworks, no alcohol, no glass, no pit digging, no open fires, no dogs on the beach, and no parking adjacent to the railroad tracks. No parking is allowed on either side of Cabrillo Boulevard, from State Street to Castillo, from 12am to 12 midnight, Wednesday, July 4.

For complete information on this event, please visit www.SantaBarbaraCA.gov/July4SB

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